

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended)      A computer-implemented method for facilitating user customization of the image content of an image area in an electronic product design, the method comprising  
        displaying an electronic product design to a user, the design containing at least one or more user-customizable image areas, each image area having ~~displayed~~ content that is at least a portion of a base image associated with the image area;  
        allowing the user to select an image area for customization of the ~~displayed~~ content of the image area, and  
        in response to a user selection of an request to perform custom cropping for the selected image area, displaying to the user  
                the associated base image, and  
                a cropping indicator positioned to indicate to the user the portion of the base image ~~currently displayed in~~ that is the current content of the image area.
2. (cancelled)
3. (previously presented)      The method of claim 1 further comprising allowing the user to modify the size of the cropping indicator relative to the base image.
4. (original)      The method of claim 3 wherein the user is prevented from changing the ratio of cropping indicator height to cropping indicator width during modification of the cropping indicator size.

5. (previously presented) The method of claim 3 wherein, upon completion of a cropping indicator size modification, the selected image area is updated to incorporate the portion of the image indicated by the modified cropping indicator.

6. (previously presented) The method of claim 1 further comprising allowing the user to reposition the cropping indicator relative to the base image.

7. (previously presented) The method of claim 6 wherein, upon completion of a cropping indicator repositioning, the selected image area is updated to incorporate the portion of the base image indicated by the repositioned cropping indicator.

8-10. (cancelled)

11. (currently amended) A computer-implemented system for facilitating user customization of the image content of an image area in an electronic product design, the system comprising

means for displaying an electronic product design to a user, the design containing at least one or more user-customizable image areas, each image area having ~~displayed~~ content that is at least a portion of a base image associated with the image area;

means for allowing the user to select an image area for customization of the ~~displayed~~ content of the image area, and

means, responsive to a user selection of an request to perform custom cropping for the selected image area, for displaying to the user

the associated base image, and

a cropping indicator positioned to indicate to the user the portion of the base image ~~currently displayed in~~ that is the current content of the selected image area.

12. (cancelled)

13. (previously presented) The system of claim 11 further comprising means for allowing the user to modify the size of the cropping indicator relative to the base image.

14. (original) The system of claim 13 further comprising means for maintaining a fixed ratio of cropping indicator height to cropping indicator width during modification of the cropping indicator size.

15. (previously presented) The system of claim 13 further comprising means for updating the selected image area upon completion of a cropping indicator size modification to incorporate the portion of the base image indicated by the modified cropping indicator.

16. (previously presented) The system of claim 11 further comprising means for allowing the user to reposition the cropping indicator relative to the base image.

17. (previously presented) The system of claim 16 further comprising means for updating the selected image area upon completion of a cropping indicator size modification to incorporate the portion of the base image indicated by the modified cropping indicator.

18-20. (cancelled)

21. (previously presented) The method of claim 1 wherein the base image associated with the selected image area was not associated with the selected image area by the user.

22. (currently amended) The method of claim 1 wherein the at least a portion of the base image initially ~~displayed in~~ selected as the content of the selected image area was not selected by the user.

23. (previously presented) The method of claim 1 wherein any of the one or more image areas in the product design can be selected and customized independently of any other image area in the product design.

24. (previously presented) The method of claim 1 wherein the electronic product design is displayed to the user in response to selection by the user of one of a plurality of thumbnail images representing user-customizable electronic product designs.

25. (previously presented) The method of claim 1 further including allowing the user to select a different base image to be associated with the selected image area.

26. (previously presented) The system of claim 11 wherein the base image associated with the selected image area was not associated with the selected image area by the user.

27. (currently amended) The system of claim 11 wherein the at least a portion of the base image initially ~~displayed in~~ selected as the content of the selected image area was not selected by the user.

28. (previously presented) The system of claim 11 wherein any of the one or more image areas in the product design can be selected and customized independently of any other image area in the product design.

29. (previously presented) The system of claim 11 wherein the electronic product design is displayed to the user in response to selection by the user of one of a plurality of thumbnail images representing user-customizable electronic product designs.

30. (previously presented) The system of claim 11 further including allowing the user to select a different base image to be associated with the selected image area.

31. (new) The method of claim 5 further comprising forwarding the electronic product design to a printer for printing.

32. (new) The method of claim 7 further comprising forwarding the electronic product design to a printer for printing.

33. (new) One or more computer-readable media having computer-executable instructions thereon for implementing the method of claim 1.

34. (new) A system for facilitating user customization of the image content of an image area in an electronic product design, the system comprising:  
one or more processors; and  
one or more computer readable media having computer-executable instructions embodied thereon for implementing the method of claim 1.